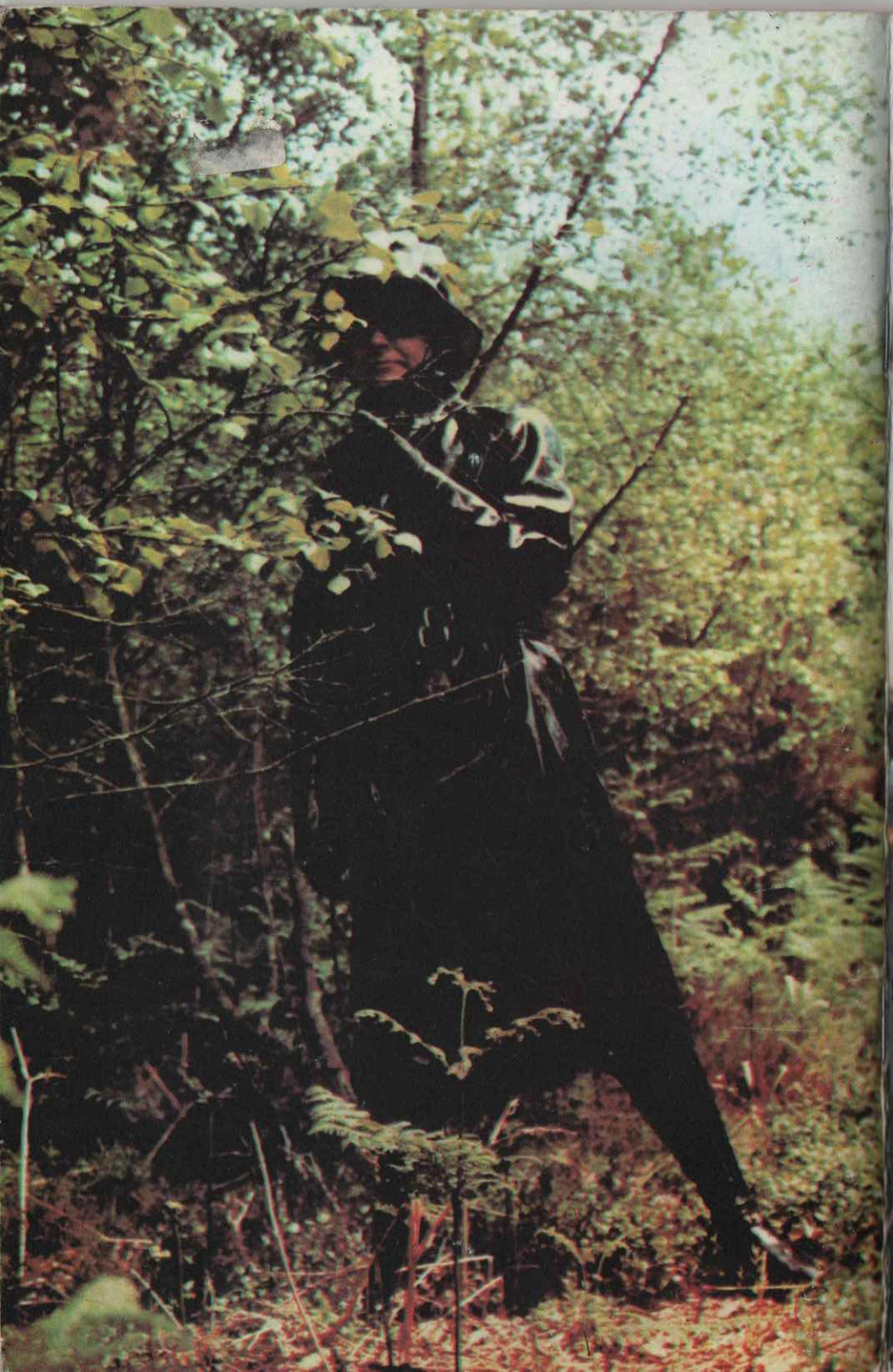

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No2

MAGAZINE OF MODERN LEATHER COUTURE

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ATOMAGE

When we prepared Atomage No. 1 we were not sure what sort of readership—or reaction we would get. It was to be, we thought, a private peep behind the scenes at Atomage rather than a fully fledged magazine catering for every whim of its readers. Nor were we hell bent on building a circulation in the thousands—which is why we have to charge what we do—for Atomage is very much a limited circulation, private magazine. And that is how it is going to stay for we are, after all, in the business of *making* individual clothing in leather and vinyl rather than just talking, writing and photographing our own and our customers' designs. Still, we do enjoy writing about our work and if we were a vastly wealthy concern, we would probably send out this magazine free of charge just for the hell of it. Alas, printing and photography is an expensive business.

But we have also made several discoveries. A great many of our readers appreciate having a "platform" to air their views on this subject and enjoy seeing what others have bought for themselves, their wives and their girl friends. We also did not quite realise just how many lady customers we had until they started writing in.

Talking about writing in—you should just see the size of our mail bag! We have chosen a small selection of letters for this issue. But do keep writing as we reply personally to everyone with a question on Atomage. We also welcome letters not just on our designs, but on every aspect of leather, vinyl and rubber and will be happy to publish dialogue between readers on their interests.

So in issue No. 2 we have tried to widen the magazine beyond just a "scrapbook" of Atomage designs. We have, by popular demand, included a section on a subject of interest to us—Rubber. We have even included poetry.

Mind you, we frequently feel poetic ourselves on the subject of leather and leather couture. There is no material, natural or man-made, that matches up to it for elegance, practicality and quality. We happened to be walking down Bond Street recently and admired a lady dressed in a striking tan brown trouser suit with matching cordoba hat and ankle boots. She was the epitome of good taste, good design, and, yes, haute couture. We were twenty yards past her, still feeling dazzled, when we realised, with a jolt, that our charmer was dressed in one of our own Atomage made outfits, supplied specially for a discerning customer.

That sort of encounter does our ego the world of good. I am sure, too, a smart leather outfit does a lot for the ego of the wearer.

DESIGNED TO DARE

Leather clothing has inspired a female revolution. Far from reducing her femininity, leather dramatises it, at the same time offering serviceability and style for the active life she now leads in a changing society.

The pleasure of leather is to some extent in the eye of the beholder. Many designs begin by being accepted by Her solely to pleasure Him and end by having more ideas of Hers than His. Many designs are prepared in secrecy from measurements sent in by Him, the finished garment being a surprise. But often it is He who gets the surprise as she telephones or calls about minor alterations or for help in getting matching boots. One of our customers sent his wife for fittings on condition we blindfold her so the finished garment came as a surprise. She is delighted with the result.

Our overseas customers often produce the most inspiring and daring designs and thanks to our measurement form carefully designed for the purpose we can make the most complicated designs without a fitting. However, it is best to make every possible effort to have fittings and obviate any possible chance of alterations being necessary after completion.

We also design in leather for women who are very imaginative and very receptive to suggestions from our designers. One of our

Continued on Page 9.

Double breasted military style leather coat with decorative buckle and buttons. Patent vinyl boots rising above the knee completes the desirable leather look.

Pictured opposite page is Carina who enjoys rally driving. Carina—who also graces our front and inside cover—is dressed in a tight fitting two piece leather suit with studded collar, cuffs and crotch piece. The two smaller pictures show details of the wrist cuffs and gloves.

The outfit shown left was specially made for Deni—a very attractive and 'with-it' customer of ours. Pictures here and over page show her in the two piece leather suit. Photographed in the country outside Zagreb.

lady customers has just placed her forty-fourth order. This is no surprise to us, for this century has witnessed the rapid emancipation of the female sex and seen the evolution of a more liberated, more dominant woman, ending their centuries long association with soft, delicate materials and fabrics which echoed their curves in draperies and filmy folds.

But why the choice of leather? This has traditionally been a masculine material related to the outdoor, military life of the male. Improved methods of tanning and thinning animal skins have produced leathers that, far from swamping femininity, have tended to dramatise it. Ladies in leather become more desirable, their exciting softness more enduring in combination with the permanence and practical protection offered by the material. For women quickly realised that leather clothing and leather boots had a dramatic effect on men and created a new female image that has surprised the fashion world and the social psychologists. And far from being a passing fancy fostered by television and film actresses, leather, and its modern counterpart vinyl, will stay with us for years to come.

More pictures of Deni. Buckles and straps abound; both supporting the trousers from neck and front. Spurs and decorative chains complete this action outfit.

Leather is the ideal material for a riding outfit. Shirt and trousers are in soft leather with plated belt. Black calf boots and sheep skin lined gauntlet gloves complete a fashion-worthy yet practical outfit for the perfect horse-woman.

Elizabeth in a black nappa leather outfit. This very striking one-piece catsuit is completed with front laced knee boots with 5 in. heels and black kid gloves reaching to above the elbow. Shoulder straps and buckles are decorative features. An outfit like this complete with boots and gloves would cost about £285.

VINYL IS FINE

Left: Lena shows an attractive white vinyl battle dress suit with slanting zipped breast pockets. The split front trousers are unusual as they have front and back seams sewn into a crease.

Right: one piece vinyl form fitting catsuit with decorative motif. Note the special feature of built-in boots and ankle straps.

Plastic was never considered by its inventors as a material for clothing. The first plastic macs were a form of protective wrapping and not a fashion garment. Now, of course, the couturiers of Paris and Rome have shown what can be done with a man-made material —particularly when bonded to a man-made or natural fibre—using it to create new styles rather than adapted to the old.

You can do things with the new plain glossy, matt and textured PVC and vinyls that just would not be possible with ordinary materials, which is why they deserve to be treated in a different way.
The modern vinyls are comfortable to wear, durable and lasting. Certainly this is the material of the future —as the films or TV shows that take a look into the near future will testify. And, as makers of costumes for these films and these programmes, we can claim specialist knowledge in using vinyls. This skill is now at the disposal of our customers.

VINYL IS FINE—continued

Many of our customers like to combine the merits of two different yet complimentary materials. Elizabeth is shown here putting on a vinyl boot-legged trouser suit as her second line of protection. First Elizabeth dresses in a latex catsuit and then carefully pulls on the overall black vinyl outfit until—see picture opposite—she finally appears dressed head to toe, with elbow length latex gloves and leather waist section, booted and strapped.

Prints of almost all the pictures in Atomage are now available to order. A 10 in. x 8 in. glossy print costs £1.50 including postage in stiff envelope. Other sizes and prices on request. When ordering please give issue number and page and quote caption so we can be sure to send the correct print.

YOUR LETTERS

WORD OF THANKS

I do sincerely hope that Atomage will continue to blossom, and what I can—modestly enough—do for this I'll do. Your sincerity and craftsmanship, your personal dedication, and uprightness have made a name in our circles which can hardly be equalled. You combine inspiration and cool calculation to make up for a very high reputation, and I think it is time to say a word of thanks on this occasion. I can only hope that your ingeniousness will remain available to us.—H. K. (Wiesbaden).

RUBBER PLEASURE

I was pleased to read in Atomage No. 1 that you have plans to expand into rubber (no pun intended). If you can apply the same imaginative designing to rubber and latex as you do for leather then I, for one, will give my enthusiastic applause. Yes, I can appreciate rubber is not as easy to work on as PVC or leather, but I am sure that you are more than capable of taking up the challenge.

For there are many of us devoted to rubber. The three reasons I can give you can probably be enlarged to a dozen by others. First and foremost is the cool, smooth, stretchy feel and the texture; second is the pleasure of putting on a clinging and mildly restrictive material in the knowledge that it gives complete protection—the feeling of being enclosed, warm and dry under every adverse external condition of rain and tempest; and third the inexplicable ecstacy of the skin being lubricated with its own juices.

I get great pleasure from wearing rubber. I particularly like to test it against water and under wet conditions. Not long ago I was fortunate in finding a secluded bend in a small river between two bridges. I waited for a rainy evening then drove my car to a quiet spot nearby. There, in the car, I undressed completely and then put on a one-piece soft clinging rubber catsuit with feet and helmet, zipped up the front. Next I pulled on a pair of thigh high waders that I strapped to a waist belt. Then I drew on rubber gloves that fit tight to the sleeves above the wrists. Over this I put on a blouse made in a heavier rubber. This clips tight at the neck and at the wrists with a flap that goes between the crotch fastening in front, and press studs to fasten it round the thighs. Then there is the second rubber hood that goes over the head and fits round the throat, and a face mask. Last is the rubber raincoat with a high collar which buttons down the front. It has straps at the neck, at the waist, at the wrists and the inside leg straps—as on a riding mac—to fit round the legs. There is also a pair of ankle straps to hold the waders firmly to the feet. Now, completely dressed, I walked from the car to the river bank then waded slowly into the river feeling the water sucking deliciously against my legs, pushing in the rubber and slowly rising and squeezing against my thighs. There was a lovely moment as the water flooded over the tops of the waders still leaving me dry yet beautifully cool. I waded out between the bridges, allowing the water to rise slowly until it reached my chin. There is an exquisite pleasure in feeling and hearing the water between the outer layers of rubber—an unusual awareness of ones self which is not easy to describe.

I had discovered from my first reconnaissance that the river had a firm stone and sandy bottom, so I was able to wade slowly yet in complete safety to the second bridge where I emerged after more than two hours of great pleasure. I undressed at the car and was completely dry when I removed my suit. I plan to repeat this pleasure at the first opportunity.

I know this is a strange penchant, but a perfectly harmless one—and I don't think unique when I see the growing interest in this subject. I even notice that the very famous and very popular Pirelli calendar 1973 features mainly rubber clad girls. So what about an Atomage Calendar for 1974?—C. G. B. (Surrey).

MAID'S COSTUME

Thank you for Issue No. 1 which was extremely well produced yet I am sure will become even better. The illustrations which most appealed to me were: Madam Gerda, "Girl with a Whip" on Page 6, but I would like to see the outfit with the addition of collar and chain suspension from the hood and to the gloves which I think would improve it.

The shoes shown on page 45 needed wide buckled ankle straps climbing up the calf. Then they would surely not be spurned even by Madam Gerda, more likely spurred. On occasions shoes can be sensational and perhaps in future some models could be shown wearing mini-skirts, or variations with way-out shoes. Incidentally, in one of the letters A. M. D. (France), referred to a maid's costume. Could this be illustrated.—R. H. (Sydney).

Thanks for your interesting comments on the designs. A picture of the maid's costume on this page.—Ed.

CUSTOM MADE

The outfit on page 21—wow. That really is something. But why just the one picture? What does it look like from the front? What would an outfit cost like this complete? Please, please persuade your most attractive looking model to come

back and pose for another picture and publish it in Issue No. 2.—P. M. (Dorset).

Yes, we were rather pleased with this design in thin stretchy, wet-look, glossy black vinyl, and we are happy to meet your request for another picture—two in fact. The outfit was designed for the customer with full length, side-laced pants. The blouse has mock side lacing on the sleeves and the high collar has a back zip. A buckle belt encloses the blouse in the waist band and the distinctive crotch strapping buckled to it. The front laced boots have 5 in. heels.

A TONIC

Why are women so cautious about wearing leather or vinyl? To be quite honest I was myself, until I purchased two of your fabulous raincoats. I walked from Trafalgar Square to Tottenham Court Road the other lunchtime, and believe me, at the end of my journey practically every male head had turned to look at me wearing the black and white vinyl coat you made me. The women were inclined to give slightly furtive glances, but the men were openly admiring. It was a tonic to me—I'm in my late forties! Please Mr. Sutcliffe, some more new trendy designs.—J. H. J. (Clapham).

LEATHER PLEASURE

I congratulate you heartily on the first issue of Atomage. It certainly fits your description of being way out—but without being salacious or tiresomely tasteless, as so many magazines are these days.

Nowhere did I find the word "fetishist" or psychological studies on sexual symbolism and I hope you avoid these pitfalls in your future issues, which I shall certainly buy if only to admire your imaginative designs.

I like to see women dressed in leather and in the shiny plastics. I like wearing leather—some of it very way out—and I don't care two hoots if anyone thinks this is sexually significant or perverted. My present wife is happy to wear high black leather boots and a black leather belted coat with buckles and rings which pleases me and her. She has a leather trouser suit and two leather dresses. I think she looks very sexy in them. I tell her so, frequently.
Every woman (and every man too) should understand that certain substances and certain materials can induce sexual arousal. The trick is to find and use whatever it is that "turns you on" to build up a love relationship. I speak from experience having endured an unhappy marriage, and might have come to believe I was odd or perverted except for the marvellous woman I married three years ago. She makes no secret that she dresses to please me, and while this attitude will irritate all those supporters of women's lib, we can both give an assurance that it works for making a happy, healthy marriage. She asks me to say she enjoyed Atomage, thinks your designs are terrific, and she hopes that the women who wear them do so to give pleasure to and to gain pleasure from their men.—E. G. (Kent).

DESIGNS COME TO LIFE

It goes without saying that I am overwhelmingly pleased with my purchases and ecstatic about the thought of seeing my wife's excitement when she sees them and the tremendous thrill she and I are going to experience when they come to life when she gets into them. I'm positive she is going to want to wear the latex suit on the beach this summer when we are surfing. And as for the boots she'll probably even wear them to bed!! I won't go into the long list of superlatives that describe our evaluation of the new Atomage magazine. It was the greatest ever, and please put my name at the top of the subscription list. It was done in such excellent good taste and it was altogether fitting that the red leather costume of Sue Lloyd's from 'The Avengers' was used. I was very glad to see that you were able to share some of the photos from the stage production with those of us that didn't get to London. Thank you for sharing your "scrapbook" and fascinating life with us.—J. S. (Maryland, U.S.A.).

HELMET

Thank you very much for the delightful leather helmet which you have just made for me. It arrived safe and sound very much earlier than I had been expected to believe from your letters, but that is certainly not a complaint! I am extremely impressed with it, and I wonder if you would be so good as to give me a quotation for making up another item. I am interested in obtaining a pair of ladies shoulder length black leather gloves, nothing fancy—not fastenings to a neck collar or even concealed zips at the wrist—but just plain, very long leather gloves. The lady in question can only be described as medium, if this affects the quote.—G. R. C. (Lancs.).
Glad you liked the helmet. We do make gloves: prices from about £20.50 for a long elbow length pair in soft, soft leather with the traditional mousquetaire fastenings. When ordering please give hand size and length from finger tips.—Ed.

The two drawings were sent in to us anonymously. Our contributor names the lady above as "Victoria . . . who wears an outfit in dark grey lace kid with black leather decoration." On the left is "Dominique . . . who wears a black leather tunic laced round her torso . . . the leather encircles her throat and is pulled tightly over her chin. Scarlet leather buckled garters support her sheer black silk stocking."

RIDING OUTFIT

I was interested in your letter in Issue No. 1 from K. T. C. of Formby and her "Atomage" riding outfit. Walking my dog along the dunes at Ainsdale very early in the morning I have, on three occasions, seen a very smart lady riding a chestnut horse. She was dressed in a black leather jacket with a small military collar, black leather breeches, very well cut, and fitted into highly polished black leather boots with small spurs. She has attracted my attention and my admiration on each occasion, not only looking very well turned out, but as an extremely competent rider. If the rider is K. T. C. of Formby may I use the columns of your very interesting magazine to compliment her on her good taste and Atomage on their good workmanship. Please give the lady my kind respects, admiration and thanks for enlivening my walk.
I do agree with her in wondering why leather is not more often used for riding—surely an ideal material. Could I prevail on you to publish a picture or sketch of the outfit?—P. T. (Ainsdale, Lancs.).

We would not publish any of our customers' designs without their permission, but we will certainly ask. Would you mind K. T. C.? There you are, you see, we have asked. In the meantime see page 10 for a picture of another riding outfit from Atomage.—Ed.

WORTH THE MONEY

Felt I must write and congratulate you on Issue No. 1. To be quite fair I wondered whether my £2 was going to be written off as a bad debt. Quite the contrary. The designs were really better than anything I had hoped for. All I have to do now is get my girlfriend along to you to be fitted with a costume—and judging from the interest she has shown in Issue No. 1 this isn't going to prove difficult at all.— T. P. (Barnes Common).

CONVERTED

I have been married three times, but it took my third husband to make me realise the pleasure and delights which can be achieved from wearing leather and rubber. He convinced me that I could look really elegant in raincoats and shiny black leather boots. And if most women are honest, they dress to please the current man in their lives whether it be husband or lover, so I pleased him and wore the outfits he selected for me. Now I am completely "converted", and apart from the mutual pleasure it gives us both, what else is there to wear which is comfortable and elegant in a climate such as we experience in the U.K.?—D. S. W. (Ealing).

MORE PHOTOGRAPHS

Many thanks for the excellent magazine that you sent me, and so promptly too! I have, for many years, been a close follower of the world of leather and other associated materials. I have, unknowingly, seen your creations on TV and on the stage and am now very pleased to know that such garments are readily available from you.
You ask for opinions about your magazine with reference to the next issue. I can only say that it cannot be too soon. The more photos that it contains the better, with details of customers individual requirements which are always of interest. So many other magazines cater for a variety of interests but yours is particularly to my liking.
You mention rubber in the forthcoming magazine which interests me a lot, but I do understand your inability to manufacture these items. However, there should be no reason why you could not include photos.
Mentioning photos, yours are of an excellent quality. The colour photo of the lady in blue on the back cover was, I think, quite fantastic! I also particularly like the suit on Page 17 in black, shiny, stretch vinyl. Would it be possible to make gloves and hood in the same material? May I also ask if it is possible for you to make a "decent" macintosh in the same material?—J. W. (Bucks.).

We do make "decent" macintoshes in all sorts of styles. An article on rainwear appears elsewhere in this issue.—Ed.

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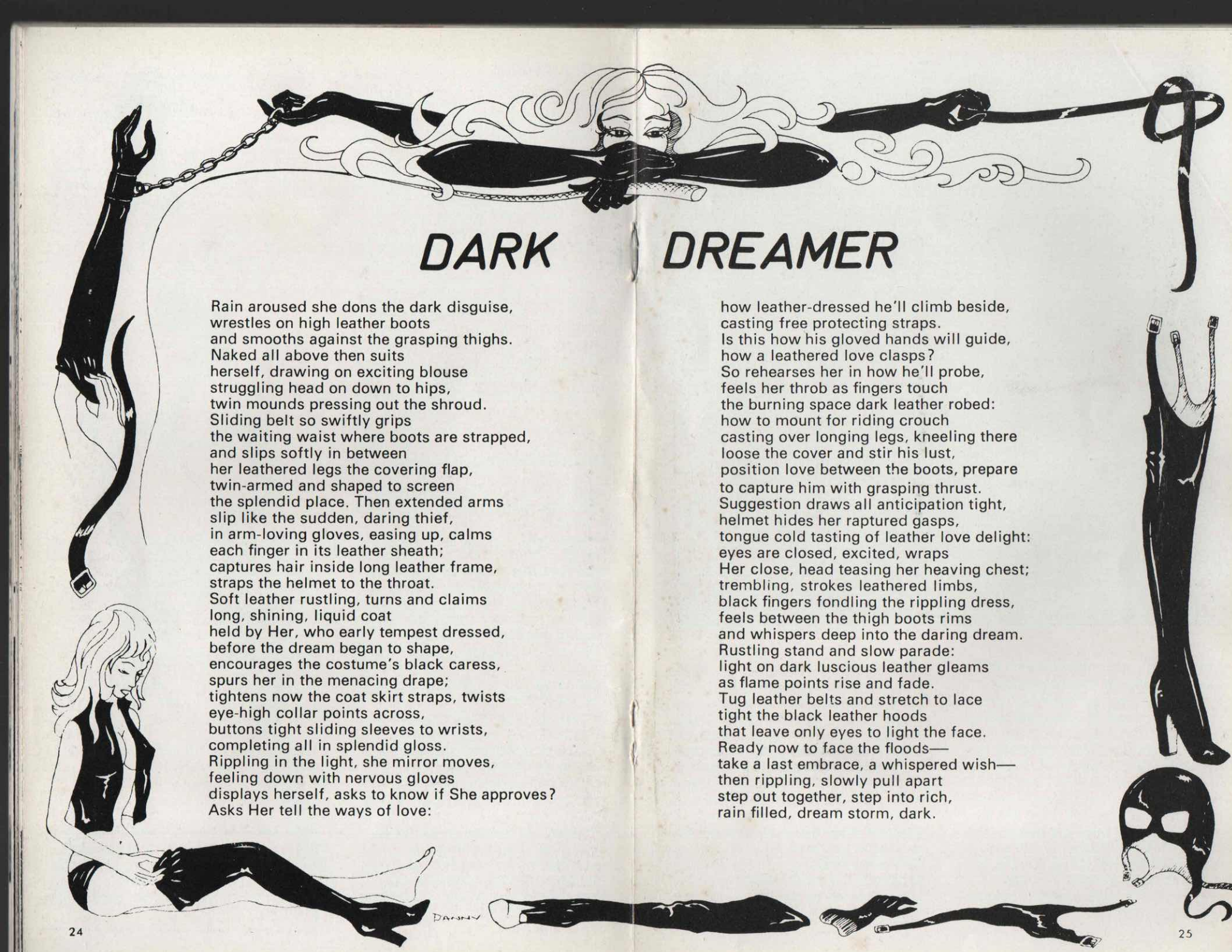
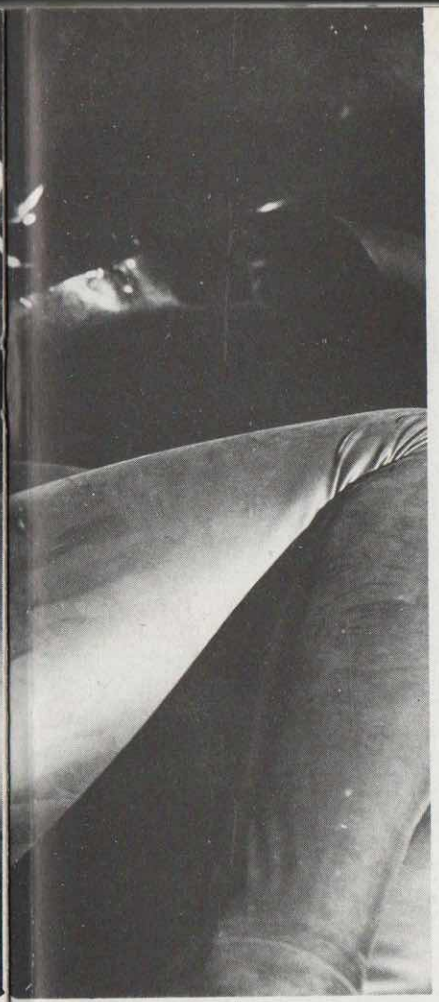


DARK DREAMER

Rain aroused she dons the dark disguise,
wrestles on high leather boots
and smooths against the grasping thighs.
Naked all above then suits
herself, drawing on exciting blouse
struggling head on down to hips,
twin mounds pressing out the shroud.
Sliding belt so swiftly grips
the waiting waist where boots are strapped,
and slips softly in between
her leathered legs the covering flap,
twin-armed and shaped to screen
the splendid place. Then extended arms
slip like the sudden, daring thief,
in arm-loving gloves, easing up, calms
each finger in its leather sheath;
captures hair inside long leather frame,
straps the helmet to the throat.
Soft leather rustling, turns and claims
long, shining, liquid coat
held by Her, who early tempest dressed,
before the dream began to shape,
encourages the costume's black caress,
spurs her in the menacing drape;
tightens now the coat skirt straps, twists
eye-high collar points across,
buttons tight sliding sleeves to wrists,
completing all in splendid gloss.
Rippling in the light, she mirror moves,
feeling down with nervous gloves
displays herself, asks to know if She approves?
Asks Her tell the ways of love:
how leather-dressed he'll climb beside,
casting free protecting straps.
Is this how his gloved hands will guide,
how a leathered love clasps?
So rehearses her in how he'll probe,
feels her throb as fingers touch
the burning space dark leather robed:
how to mount for riding crouch
casting over longing legs, kneeling there
loose the cover and stir his lust,
position love between the boots, prepare
to capture him with grasping thrust.
Suggestion draws all anticipation tight,
helmet hides her raptured gasps,
tongue cold tasting of leather love delight:
eyes are closed, excited, wraps
Her close, head teasing her heaving chest;
trembling, strokes leathered limbs,
black fingers fondling the rippling dress,
feels between the thigh boots rims
and whispers deep into the daring dream.
Rustling stand and slow parade:
light on dark luscious leather gleams
as flame points rise and fade.
Tug leather belts and stretch to lace
tight the black leather hoods
that leave only eyes to light the face.
Ready now to face the floods—
take a last embrace, a whispered wish—
then rippling, slowly pull apart
step out together, step into rich,
rain filled, dream storm, dark.

"Rubber is, after all, the only 20th century material that does not imitate another, unlike most man made fibres which imitate existing fabrics." This is a quote from Allen Jones writing in Issue No. 1 of "Atomage." Rubber is, too, one of the most sensual of materials, flattering to the figure, warm, and protective. It does not lend itself to all the many exciting design possibilities of leather and vinyl but, nevertheless, it has an appeal which is quite unique. For that reason we have decided to include rubber garments in this issue.

As we said in Issue No. 1 . . .
"We like rubber and indeed, from time to time, have made up designs for stage and films. But rubber needs very specialised machinery and techniques to be made up successfully as clothing, and we have just not got the space at Dryden Street at present to produce numerous garments that would satisfy our high standards. But we have plans . . ."
Our present plans are to pass all orders to firms who really specialise in the business and who assist us in making garments for



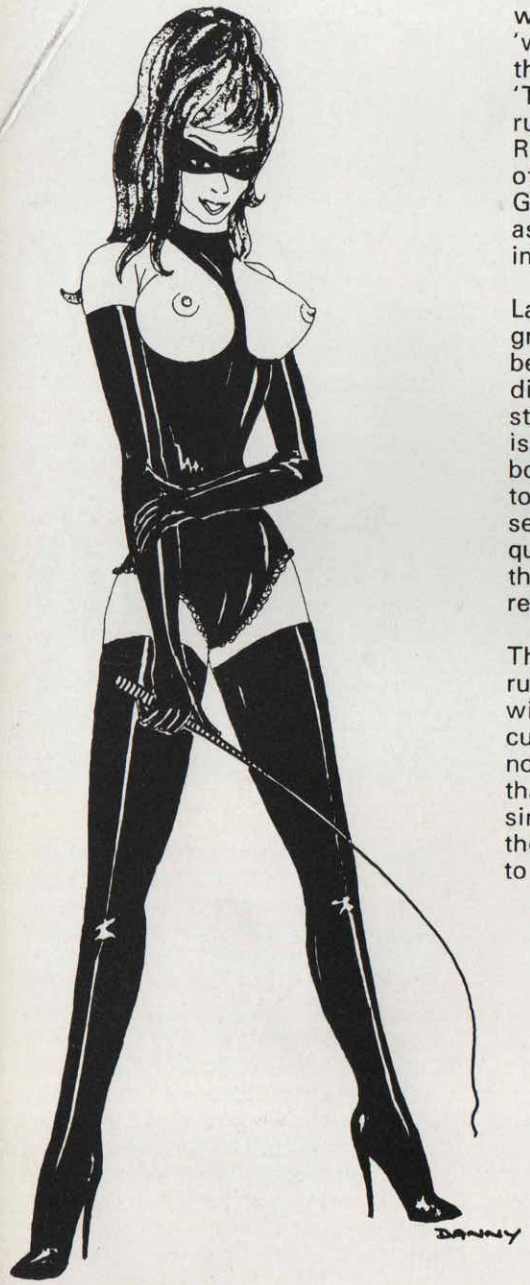
RUBBER LOVER

All the latex-wear shown in this issue was individually made to measure by Bryan C. Reed to the order of various customers. He specialises in the creation of particular designs to the requirements of his customers as well as offering popular designs of his own. In addition to exotic and advanced garments he makes several interesting accessories. Ring him (midweek is best) at 01-735 1685 for all further details. (Atomage will forward all overseas enquiries.)

our theatrical business. There is one who, we believe, makes among the best rubber fashion-wear in the world: Kastley of Blackburn, Lancs. Anyone who has seen their catalogue—illustrating most of the garments in colour—cannot help but be impressed with the range and the possibilities of rubber. The prices are reasonable and as well as a made-to-measure service, they make a range of standard catsuits, tights, blouses, pyjamas, capes, gowns, night-dresses, skirts, suits, panties, coats and gloves.

The Kastley catalogue costs only 25p deductible from the first order, and a clear price list is supplied together with a simple measurement form. Kastley sell all over the world by mail order. Write to them—Kastley Ltd., P.O. Box 24, Blackburn BB2 7QD, Lancs., England, for the catalogue or more information.

They are delighted to make up your special designs and will quote you in advance. Let them have measurements as well as the design!



Rubber comes in two basic forms: latex, which is pure rubber and is made in various thicknesses, and rubberised matterial where the rubber is bonded to cloth. Cloth surfaced with rubber which is usually polished is called 'wigan'. In America coats made of this material are called 'slickers'. 'Textured waterproofs' are usually rubber on a stiff woven cloth. Riding macs are made of this kind of material and there are also Gannex macs and materials—such as nylon—that can have a rubber impregnation.

Latex is the pure form and has the great and singular advantage of being 'form fitting'. It has some disadvantages such as fitting straps or buckles and sewing latex is very difficult. Latex has to be bonded. But latex is comfortable to wear for it is, in a sense, a second skin and this has certain qualities and an appeal such as that described in one of our reader's letters on Page 17.

There is a common view that rubber garments are not popular with women. To judge from our customers and the trade, this is not so, although it is certainly true that leather items are more popular since they are so much a part of the fashion scene. Rubber is worn to please—and to tease.

Top left: this attractive pose shows the one piece rubber catsuit intriguingly covered by a see-through PVC coat.

Near left: here we show a rubber French "sling" type bra, choker collar, corset, shoulder brace and removable crotch piece neatly buckled in position.

Far right: an interesting rubber shortie dress with loose sleeves, high collar and back zipped for easy entry.

Rubber with leather. On pages 14 and 15 we showed latex teamed with vinyl to make a very startling ensemble, very satisfying both to the wearer and the beholder. Now an outfit which shows the material combined with leather in a different way. Pictured opposite is a leather catsuit being drawn on by our model over a neck-to-toe rubber outfit. Details of mask and gloves are shown alongside. The complete "cover-up" ensemble is shown in our picture on the right.

We regret to inform you that since original publication of this magazine prices have increased and we would draw your attention to prices on pages 44 and 45.
Page 44: Boots – price is now £68.
Page 45: Boots – price is now £65.
Page 45: Delivery – please now allow four to eight weeks from acceptance of order.

A well-known TV personality shows off one of the most complicated Atomage suits. The laced trousers come up under the bust of the laced shirt and are supported by side straps from the double buckled neck band. The back-laced knee boots have three sets of encircling straps. A pair of straps encircle the cuffs and a tight belt grips the waist.

MUSE IN BOOTS

The recent revivals of the works of the Elizabethan and Jacobean dramatists started us thinking how it would have been if Atomage were designers for the theatre in the Seventeenth rather than the Twentieth century. Would the authors of "The Duchess of Malfi", "The Maid's Tragedy", "A New Way to Pay Old Debts" and "'Tis a Pity She's a Whore" have recast some of their scenes to allow for our leather designs? Perhaps we might have had a plot and dialogue like this:
A room in the Duke's palace. Letheria and Vinarla, kinswomen of the Duke are preparing for a reception.

VINARLA: Madam, shall I dress you for this masque?
Behold these most delicious garments
Self-seeking and eager to enfold your beauty.
LETHERIA: I see I shall be urged. This one indeed
Is most becoming
VINARLA: Allow fair hands to feel
For it was once borne by a most sleek beast,
One who fair Diana hunted in dark mountain groves
That gave it colour and the midnight lustre.
LETHERIA: See, it teases me and begs to know me better.
Will you not prepare me withal, for each lace
Will need thine earnest aid, each bold belt
And buckle begs thy quick fingers. So begin,
See I tremble, I am so quickly captured.
VINARLA: Now the straps grow to thy waist and cunning
Capture every fold. How the collar climbing enviously
Begs to know you better and the hands,
Soft gloved, urge you take up new designs.
LETHERIA: The mirror says I am more garbed
For a test of arms
VINARLA: Indeed a test.....
Of arms: those of the Duke when he sees
You thus—so decked and shaped for war.
LETHERIA: And these boots—Will they trample love?
VINARLA: Nay, they will carry you to him, carry
You into his heart. For the Duke will glow
As he beholds this dark wonder, so splendid
dressed for his feast .....

We invite readers to continue this scene or write another in the same vein. Characters and plot to choice. The best submission will earn the writer £5.

OUT OF DOORS

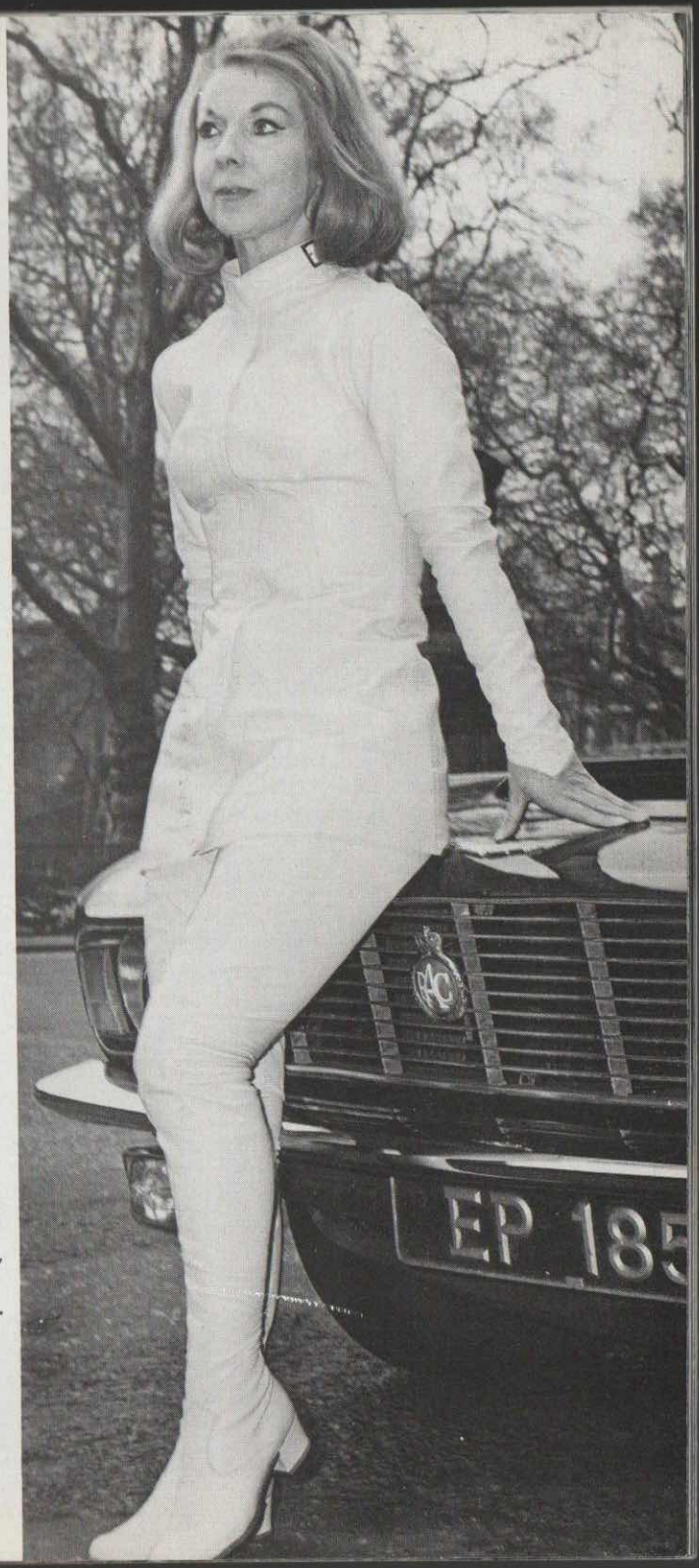
Here we are in a period of time variously described as 'the space age', 'the age of women's lib', 'the sex age' and so on. One thing the historians do agree is this an age of freedom—as much mental and moral as political—and this is reflected in our fashions.

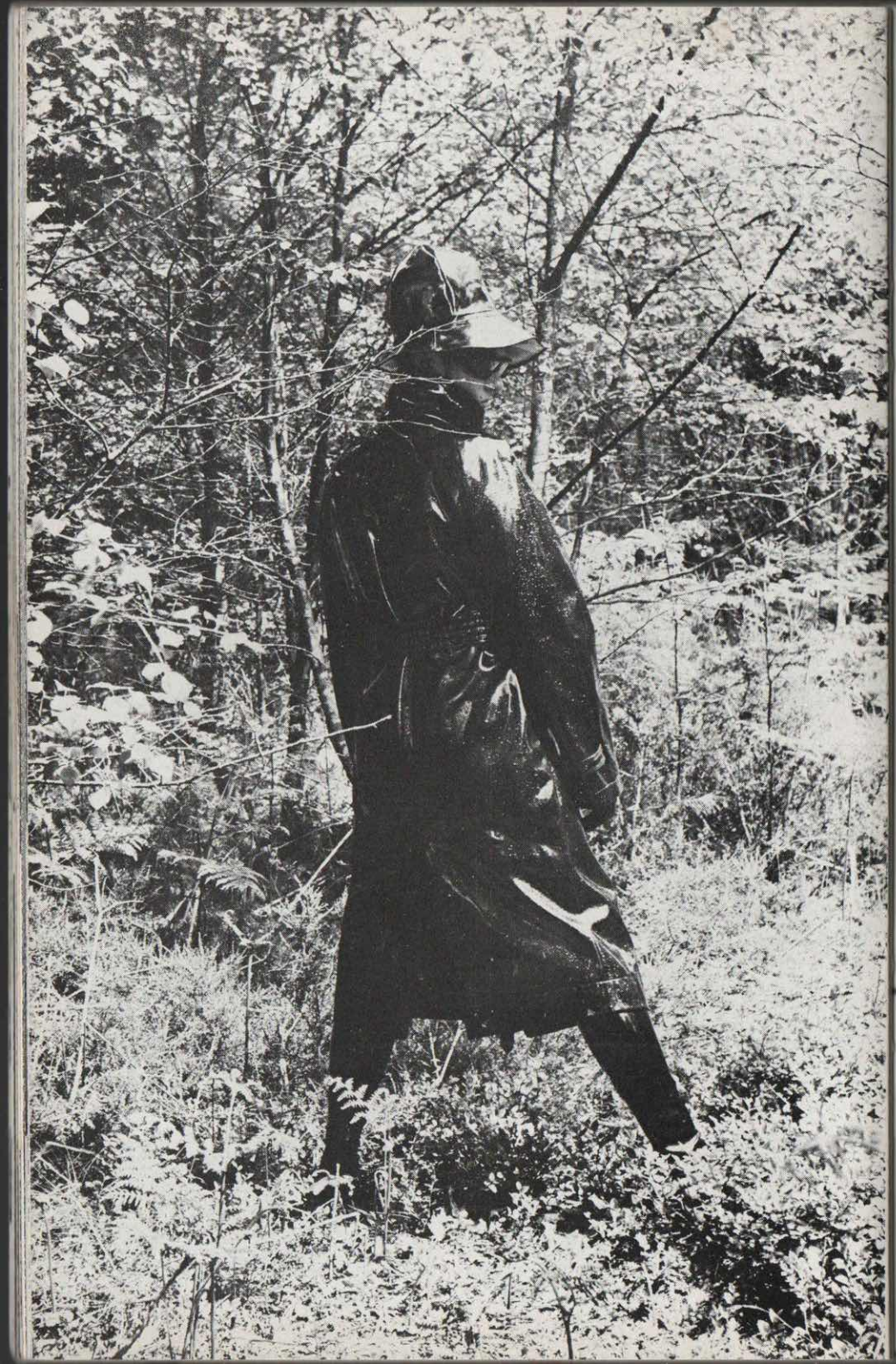
Women especially are enjoying a new freedom of expression and have chosen materials which suit the more active and interesting lives they now lead.

Which is why leather and the exciting new vinyl materials have come so much into favour for out of doors, where they look both practical and beautiful.

Above and right: an elegant two-piece suit in French tan hide, trimmed with decorative rich gold braid and worn with matching boots and gold lamé blouse. This is a similar design to an outfit originally prepared for 'The Avengers'—a subject described and illustrated in the last issue of 'Atomage'.

Opposite page: a smartly fitted shortie dress and trouser boots in pale stone coloured leather. Figure flattering and a fitting partner for the Aston Martin owner.





THE RAINCOAT

With our uncertain climate when anti-cyclones with attendant waterspouts arrive, often unheralded, at too regular intervals rain wear is essential. Yet surprisingly it took the French a decade ago to demonstrate that a raincoat could look attractive and fashionable. It was the arrival of fashion leathers and PVC that wrought this change. The first plastic macs, although practical, were hardly fashionable: women covered in this semi-transparent material looked as if they had been gift-wrapped! But the combination of plastic and fibre changed it all. Colourful PVC bonded to jersey or rayon opened up a whole new dimension to the fashion designers. Rubber bonded to cloth-wigan—had been popular for years, but it had not

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THE RAINCOAT—continued

On the right, a rainsuit in shiny blue PVC. A particular feature of this smart all weather suit, which is lined for extra warmth, is the white zips which are even on the front seam of the trousers. The suit is finished with a matching jockey cap and boots.

Page 36 and the back cover is a dramatic military style raincoat in black vinyl with wrist and riding straps, strapped and buckled down the front. Matching deep brimmed hat and boots that reach over the knee make this a most adventurous weather outfit.

Vinyl and rubber paired. Black vinyl trouser boots to the waist—very comfortable to wear—a soft latex blouse with vinyl belt and knee length raincoat with straps at collar and cuffs.

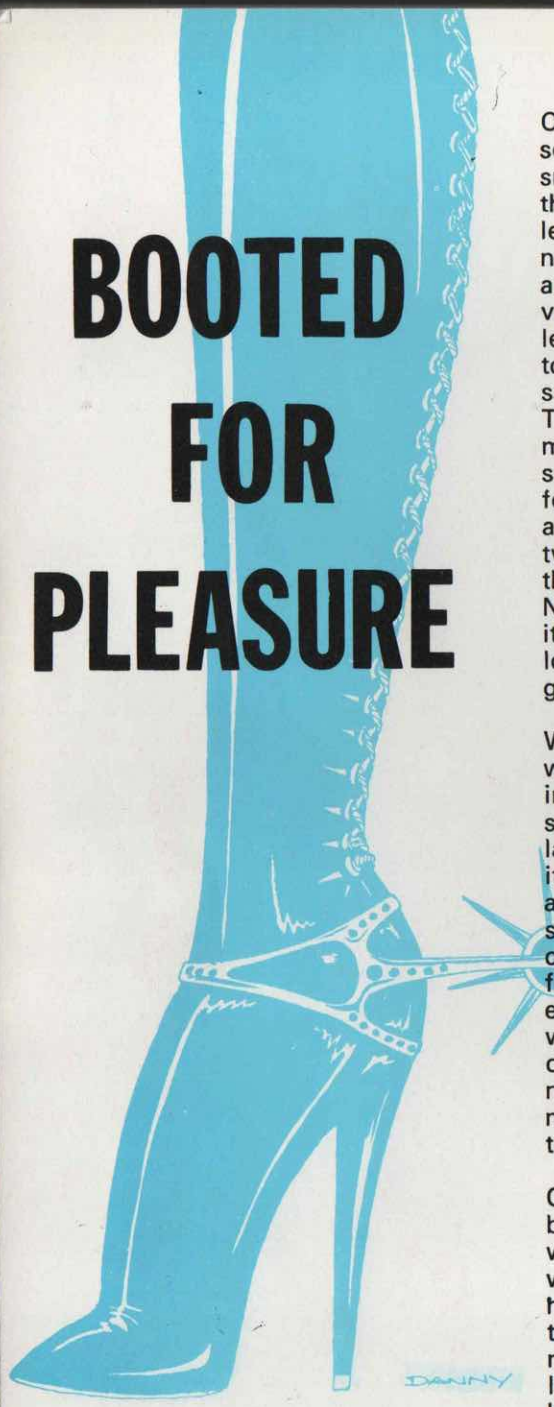
Something very different to daunt the storm: raincoats you step into like a dress, zipped from the waist with a pair of zips reaching to the shoulders. The lady certainly would get herself noticed in a raincoat like this with matching boots and big brimmed hat. The style below, left, is in pillarbox red shiny vinyl with black trims, zips and cuffs. The other style has a buckle collar and a taffeta lining. Why shouldn't rainwear look smart and feel smart?

the verve or the gloss of the new plastics.
Some ideas and designs shown here give a small idea of what is possible if a fresh look is taken at designing for the rain. On page 41 is one of the raincoats by one of the Atomage designers who specialises in rainwear. The design is unusual as it is not a coat—but a step-in coat-dress which fastens with a pair of striking Optilon zips made into a feature. The collar fastens across the front with a buckle.
Raincoats should be coats—should be comfortable to wear even when it is not raining. And Atomage raincoats can be lined if required with any material.
Rainwear also means boots and hats in matching materials and these too are looked after at Atomage.
Don't let it just rain—let it pour! Look forward to the downpour.

Colour brightens the most cloud filled day. The style, left, in yellow vinyl, bucket helmet, hip length jacket, front zipped, and thigh length boots.

On the right, a raincape—the most practical of weather garments with hood and button collar. This one is in wigan but we can make this style in vinyl or soft leather.

BOOTED FOR PLEASURE



One of the pleasures to the eye is seeing the ladies when they are smartly booted, stepping out about their business in foot flattering leather or fine vinyl. Boots should not only look smart but feel smart and, such are the wide individual variations between calf and ankle, leg and foot size, only boots made to personal measurements can be said to give lasting satisfaction. Take a look at the lady with the mass produced boots that have sagged sadly down her legs and folded themselves round her ankles; take a look at the lady with two inches of space twisting round the top of her boots as she walks. No, don't take a look at them—it's too dreadful. Yet she could look so exciting in a pair of really good boots made specially for her.

When a woman slips her feet into well fitting boots she is aware immediately of the caress of the soft leather. As she tightens the laces the sleek leather moulds itself first to her arched foot and ankle, then to her calves, fitting snug below the knee. Knee length or thigh high, a woman can then feel and see the enhanced elegance of her legs. For anyone who has had a pair of boots custom made can tell you that nothing is more comfortable, or more attractive, or more exciting to wear.

Custom made boots have never been cheap. But—good news—we have a business association with a firm of specialists and are how able to quote some competitive prices for boots made to measure. Sample price for knee length, front laced boots with 5 in. heels, as illustrated on the right, made in calf leather with soft leather lining—about £42.

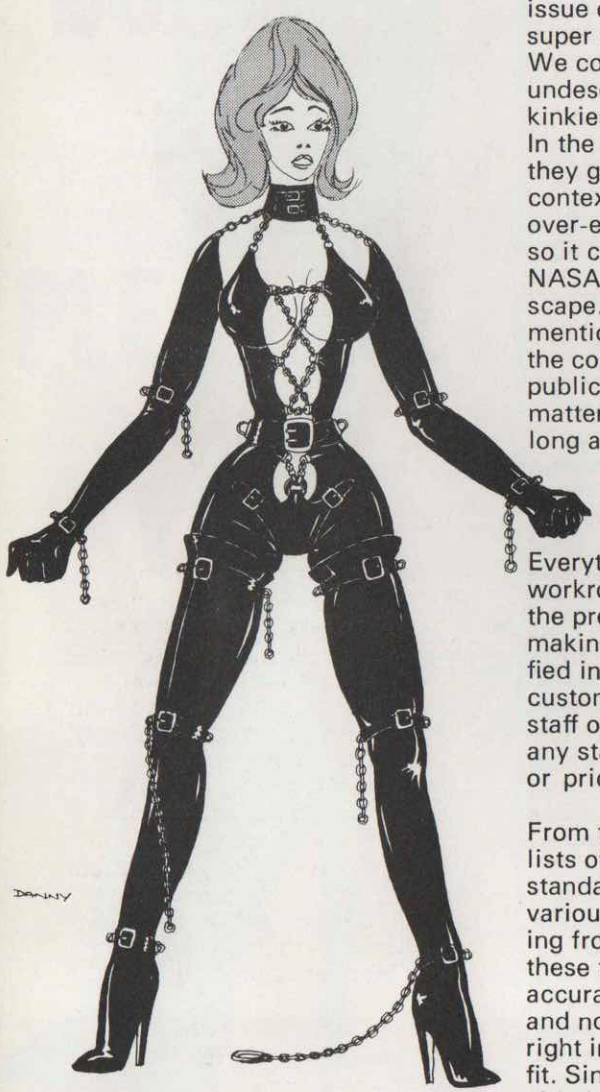
A pair of leg flattering thigh length boots made to measure in vinyl—about £45. There is a wide choice of heels up to 5 in. high and boots can have zips or laces.

Prices include postage and packing. Write for a footwear order form and send a sketch or description of your requirements so we can quote a price. Delivery: allow four to five weeks from acceptance of order.

Imagine, her legs encased in smooth gleaming leather or vinyl that fits like a second skin. Imagine her stepping out secretly aware of the admiring glances she will bring and yet enjoying complete comfort and protection.

For the moguls of fashion may alter skirt and coat lengths, change the shape of the waist and chest, but they are not going to get the ladies out of their beautiful boots.

ATOMAGE NEWS



Did you happen to see the March issue of 'Oui'—another of those super glossy sexage magazines? We collected a mention plus the undeserved 'Oui' award of 'the kinkiest couturier in the world'. In the best journalistic traditions they got the quotes a little out of context and the art editor got over-excited with the illustration so it came out like one of the NASA pictures of the luna landscape. Never mind, thanks for the mention fellows and glad to return the compliment. There is an old publicist's dictum: It does not matter what they say about you so long as they spell your name right!

Everything from the Atomage workroom is "custom-made". At the present time we are so busy making hundreds of items specified in detail by our friends and customers that we have not the staff or the opportunity to make any standard items either in design or price.

From time to time we are shown lists of simple items marketed in a standard form and style by firms in various parts of the world. Speaking from long experience, unless these things are very simple then accuracy of fit becomes a problem and no woman ever feels happy or right in a garment which does not fit. Since our main aim is to provide leatherwear which people are happy to wear and which the beholder enjoys seeing, the production of ready-made garments could, to a great extent defeat the object of our activities. With loose fitting garments there is not much difficulty. It was to take advantage of that situation that a standard range of sizes in the "Atomage Suit" shown in the last issue was introduced.

The majority of people who have a particular leaning towards leatherwear—either for themselves, their wives or girlfriends—exhibit a strong preference for well-fitted garments. The real devotees of leather, vinyl and rubber go even further and insist on skin tight, perfectly fitted garments.

In general terms the workroom is set up to make you anything in leather or vinyl which is not readily available "off-the-peg" in the shops and specialises in COATS, SUITS, SKIRTS, BLOUSES, TROUSERS AND DRESSES, CATSUITS, BOUDOIR SUITS, BATTLE DRESSES AND JEANS, HOODS, GLOVES, BRAS, COLLARS. We also make the more unusual items as shown on the right. Leather belts, wrist and ankle straps can be made up to particular lengths and requirements with chains, "D" rings, and sizes of buckle or fastening to customers' requirements.

If you have an idea for a garment in leather, PVC or vinyl and would like our design department to produce something according to your personal designs, write to or call at Atomage. We can work from the roughest of rough sketches, or just your ideas, verbal or written, and we can supply samples of skins and PVC for colour and grain.

ATOMAGE 3

We plan to publish Atomage 3 towards the end of the summer. We have several new features in mind. There will also be pictures of new designs and a section on customers' own ideas for way-out styles in leather, vinyl, or rubber, for which we invite suggestions. All we want is a brief description or a sketch and from the best ideas our artist Danny Boon will prepare a drawing for publication. We plan an article on fashion boots and shoes and a feature on beachwear. Letters are also invited from readers.

Copies of issue No. 1 are also still available. The price for Atomage is £2—$7 post free.

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